



EXCEL<sup>®</sup>  
INTERNATIONAL, INC.

1990

Délicieux  
Premium French Beef



EXCE<sup>A</sup>BOEUF<sup>™</sup>

[www.excelinternational.com](http://www.excelinternational.com)

Paris - New York - Los Angeles



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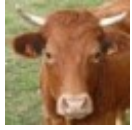
1990



# *French* **Beef**

A TASTE OF TERROIRS





## Two Famous French Beef Breeds: the Charolaise and the Limousine

**France is the cradle of great bovine genetic diversity.**

34 cow breeds are currently used in France among which 13 are part of a genetic conservation program. 9 breeds are specifically selected for their meat. Most of those beef breeds derive from draught animals, which began to be selected for their muscular properties, maternal qualities and docility during the 19th century.

Two beef breeds are dominant among the French cattle: the **Charolaise** and the **Limousine**.

**The Charolaise and the Limousine: French breeds whose qualities are registered in a “Herd Book”**

Both the Charolaise and Limousine breeds come from French regions known for their expansive pastures and grasslands. They have exceptional attributes regarding **growth rate and meat properties**. In France, several official signs of quality are linked to these breeds. Their capacity to grow and produce lean meat is key for the production premium meat products, and their docility and maternal qualities are essential for the facilitation of breeding in various types of farming. That’s why both can easily calve (more than 90% of all births are without complications) and take special care of their veal without need for intervention.

Most of French breeds have a **“Herd Book”** in which animals are registered. Such is the case for the **Charolaise** and the **Limousine**. All of the properties and pedigrees of each registered animal are listed on a form within this sort of directory. The Herd Book allows people to choose the animals they want to use for reproduction depending on the traits they want to improve in their herd. These Herd Books were created in the 1920s but only became the heart of the selection program in the 50s. Breeders can decide to register their animals or not. A Herd book is administered by an association of breeders and registering your animals in the Herd Book requires annual on-farm inspections. This livestock follow-up aims at verifying that the animals comply with the breed characteristics as defined in the Herd Book and determining which animals could be valuable breeding animals.



## The Charolaise: Beef breed number one in France



*Charolaise cows*

A pure **Charolaise** cow is characterized by a spotless, uniformly white or sometimes cream coat and clear-colored and inward-curving horns. The Charolaise is particularly known for its rapid growth rate. Its name comes from the town of Charolles, in Burgundy, around which Charolaise cows were first bred. Selection of the Charolaise breed began in the 18th century when these cows started to expand in surrounding French regions.

2300 breeders joined the Charolaise Herd Book created in 1920. With **1.5 million Charolaise cows** currently bred in France, the Charolaise breed is the preferred domestic beef breed. It is also the first beef breed used in Europe. Use of the Charolaise for cross-breeds in France and abroad is a very common practice.



## The Limousine: a reddish-whitened-coated cow



*Limousines cows*

The **Limousine** is characterized by a uniform and bright reddish-whitened coat, a large size, a short head with inward-curving horns. The Limousine breed is named after the French Southwestern region it comes from: Limousin. It is particularly known for its high rate of return: more than 70% of a Limousine's live weight is able to be sold.

The Limousine Herd book was founded in 1886. 4,000 males and 14,000 females are registered every year. More than **1 million Limousines** are currently bred in France.





# Beef Carcass From French Farms



<b>Beef Breed</b>	Mainly Charolaise – and Limousine. France origin 100%.
<b>Type</b>	JB (jeune bovin de moins de 24 mois “less than 24 months old”). Only young cows before 24 months old.
<b>Gender</b>	Male-Beef
<b>Slaughter</b>	Halal beef has been certified to have been processed in a prescribed manner in accordance with Muslim dietary laws.
<b>Average Weight</b>	380 to 450 kg / cattle cut in 2 parts
<b>Grade</b>	U & R+ (European grade quality) Only Fresh – No frozen. Certified by an independent expert linked with the French Authorities. <i>U is Very Good, R is Good, O is Fair P is Poor.</i>





## Fresh Carcass – Air Cargo delivery From French Farms



We are under discussion with specific Air Cargo companies to have a 100% security of delivery.

A square logo with a blue and red background. The top left corner is blue with the text "Délicieux" in white and "Premium French Beef" in smaller white text below it. The top right corner is red. The center features a stylized illustration of a brown and white cow's head. Below the cow's head is a white oval containing the text "EXCELABOEUF" in blue and red. At the bottom left, the website "www.excelinternational.com" is written in white. At the bottom right, the text "Paris - New York - Los Angeles" is written in white.



# The Butcher side

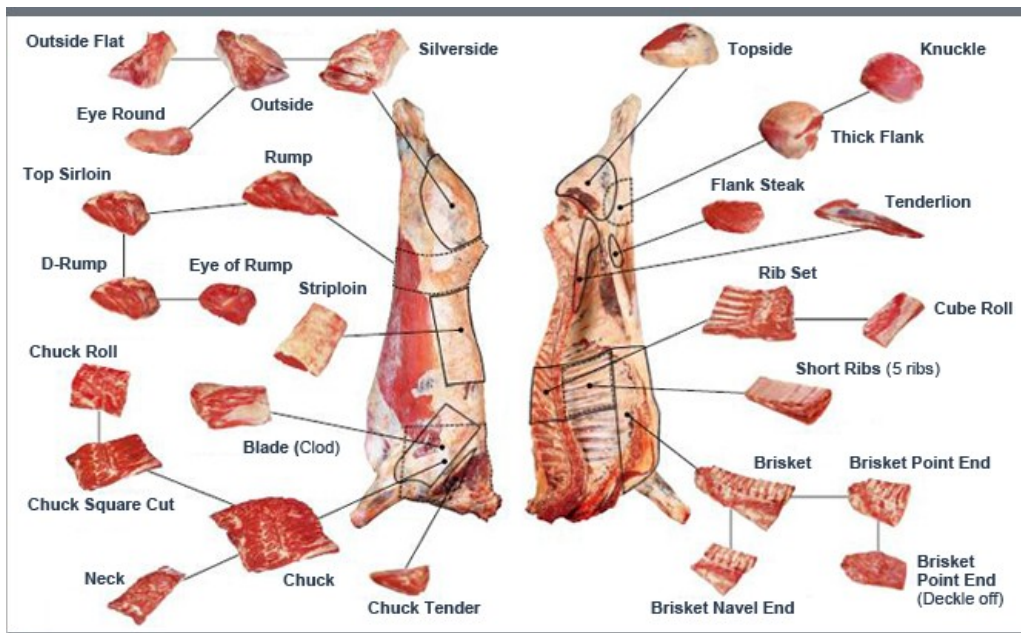
## Our butchers can support you



Beef maturation is one of the most important steps for beef becoming a steak. Opinions differ which method of maturation is the best one to use. The objective is a premium French steak on your plate!

During Dry Aging the beef is “hung” for maturation. This comprises a very traditional method. Beef nowadays is matured unwrapped at approx. 1-3°C and a humidity of 75-85%. In the meantime, Dry Aging is more

elaborate than in the past. This consistency of temperature and humidity is a decisive factor in the maturation – alternately, it is ruined. A typical characteristic of “Dry Aging” is the loss of the moisture content of the meat. The flavor intensifies – also by the evaporation of water. A maturation time of 3 to 4 weeks is not uncommon here. The advantage of this method: The flavor of the beef continues to develop during maturation and increases in intensiveness.

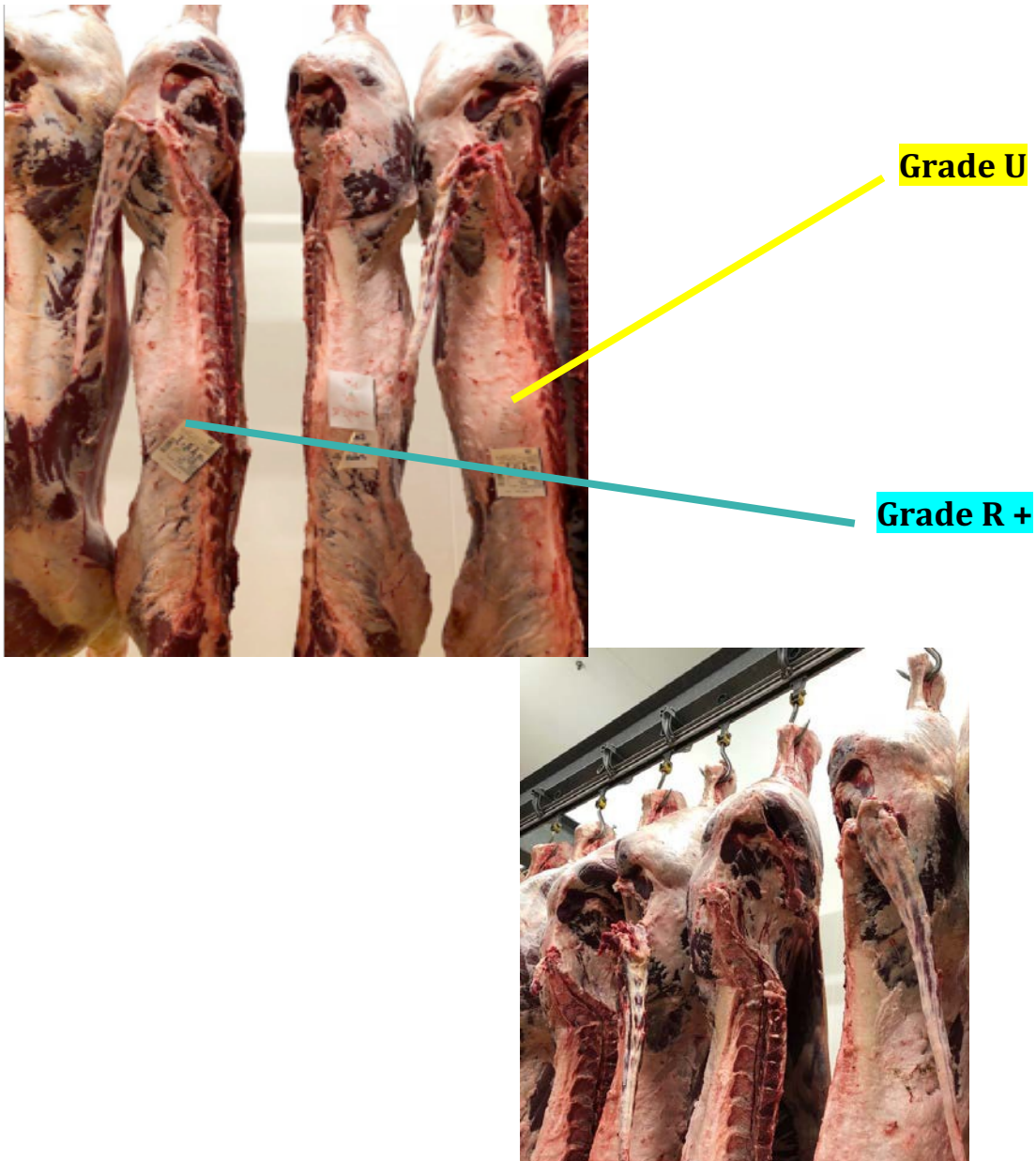


1750 Tysons Boulevard, Suite 1500, Mclean Virginia 22102 – [www.excelinternational.com](http://www.excelinternational.com)  
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## Beef Carcass

Carcass at the slaughterhouse in grade U and R+



Half a carcass in vacuum pack with “Viande Bovine Française” and “Halal” labels.

- 1) **Option 1:** 7 or 8 pieces in vacuum pack, without big bones (10% of the weight) expiration date 30 days. ½ carcass per box.



- 
- 2) **Option 2:** Four (4) pieces per box without vacuum pack per box. ½ carcass per box,
  - 3) **Option 3:** Cuts per customer request.

## Air Cargo delivery

### 1) Cartons

Box with for food airfreight +4 C°  
½ carcass of beef per box


### 2) Carton size:

118 cm x 98 cm x 65 cm



### 3) Certifications

- Sanitary Certificate from French government
- Halal Certificate from « Mosque de Paris »

 <p><b>SOCIÉTÉ FRANÇAISE DE CONTRÔLE DE VIANDE ET PRODUITS ELABORÉS HALAL</b> FRENCH COMPANY FOR THE CONTROL OF HALAL MEAT AND PRODUCTS ELABORATED 20, avenue Clément Ader - 94420 La Pléssis Tréville Tél. : 01 45 76 00 84 - Fax : 01 45 76 39 36 Email : sfcvh@orange.fr - Site : www.sfcvh.com</p> <p><i>En partenariat avec l'Institut Islamique de la Métropole de Paris</i> <b>Certificat National de Traçabilité d'Abattage et de fabrication de produits Halal</b> شهادة وطنية للتذكية حسب الشريعة الإسلامية ولا إنتاج المواد الحلال <b>National Certificate of Traceability Slaughter and manufacturing of Halal products</b> 04 564</p> <p>La société SFCVH atteste, que la viande d'ovins, de bovins, de lapins, de volailles et des produits élaborés dont le volume est précisé ci-dessous sont abattus conformément aux prescriptions "Halal". إن الشركة الفرنسية لرقابة اللحوم الحلال، تشهد بأن لحوم البقر، الغنم، الدجاج، الأرانب، وللتبقيات الثلثية منها قد تم ذبحها مطابقاً لتعاليم الشريعة الإسلامية السمحاء، وبأنها على ذلك فإن اللحوم الجيدة كجذاتها ومواسماتها أهداء حلالاً طيب للمستهلكين. The society SFCVH attests, that the meat of ovine, bovine, of rabbits, of the poultry and of the elaborate products whose volume is specified below are dejected in accordance with the halal prescriptions :</p> <p><b>PARTIE A REMPLIR PAR L'ABATTOIR ou LE FABRICANT :</b> Section to be completed by the slaughter house or the manufacturer</p> <p>Nom de l'abattoir ou le fabricant : ..... إسم المصلح أو المنتج None of the slaughter house or the manufacturer</p> <p>Désignation de la marchandise : ..... نوعية البضاعة Type of meat</p> <p>Poids de la marchandise : ..... وزن البضاعة Weight of the goods</p> <p>Date d'abattage ou de production : ..... تاريخ الذبح أو الإنتاج Date of slaughter or production</p> <p>Date limite de consommation : ..... تاريخ انتهاء صلاحية الاستهلاك Use by date</p> <p>N° du lot : ..... رقم الكمية Batch number</p> <p>Nombre de colis : ..... عدد الطرود Number of packages</p> <p>Pays d'origine : ..... بلد المنشأ Country of origin</p> <p>Nom et adresse du destinataire : ..... إسم وعنوان المستلم Name &amp; adress of the recipient</p> <p>Date : ..... تاريخ Date</p> <p>Signature du sacrificateur ou du contrôleur : ..... إضاء المذكي أو المراقب Signature of the sacrificer or the supervisor</p> <p>Cachet de l'abattoir ou de fabricant ختم المصنع أو المنتج Stamp of slaughter house or the manufacturer</p>	<table border="1"> <tr> <td data-bbox="787 1071 1071 1291"> <p>Nom et adresse de l'expéditeur / Name and address of consignor:</p> </td> <td data-bbox="1079 1071 1364 1291"> <p>Certificat n° / Certificate n°</p> <p>REPUBLIQUE FRANÇAISE MINISTÈRE DE L'AGRICULTURE, DE L'AGROALIMENTAIRE ET DE LA FORÊT Certificat Sanitaire pour l'exportation de viande, préparation de viandes et produits à base de viande bovine vers le Koweït Health Certificate for export of bovine meat, meat preparation and meat products to Kuwait Services Vétérinaires du pays d'origine Local veterinary services in the country of origin</p> </td> </tr> <tr> <td data-bbox="787 1302 1071 1365"> <p>Nom et 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## General Description and Offer

<b>Beef Breed</b>	Mainly Charolaise & very small percentage Limousine. France origin 100%.
<b>Gender</b>	Male & Female Beef
<b>Type</b>	Only young cows before 30 months old.
<b>Slaughter</b>	Halal beef has been certified to have been processed according to Muslim dietary laws & accompanied with the Halal Certificate from “Mosque de Paris”
<b>Average Weight</b>	380 to 450 kg / cattle cut in 4 parts
<b>Grade</b>	<b>U &amp; R+</b> (European grade quality) Only Fresh – No frozen. Certified by an independent expert linked with the French Authorities. <i>“U” is Very Good – “R” is Good – “O” is Fair – “P” is Poor.</i>
<b>Cutting &amp; Protection for air freight</b>	Carcass is in first step in 2 parts. Each 1/2 Carcass is cut in 7 parts and protected in a vacuum pack to ensure sanitary security and maintain the high level of quality. Available for 30 days. We put ½ carcass per box for airfreight. The cow is slaughtered maximum <b>72 hours</b> before airfreight. <b>We remove part of bones, 10% of the carcass weight.</b>
<b>Average Weight / Carcass</b>	150 Carcass per week - average 382 - 450 kilo per carcass. (Average 420 kilo)
<b>Term of Contract</b>	Min 1 year and up to 5 years contracts
<b>Term of Contract for High Sales Volumes</b>	Minimum 4 months, renewable
<b>Quantities / Shipment</b>	For the First time Buyers from Excel we will go through the following schedule, otherwise we right away ship 60 Tons per shipment from the start: First week <b>5 Tons</b> Second week <b>5 Tons</b> Third week <b>10 Tons</b> Forth week <b>10 Tons</b>  Fifth week till the end of contract <b>60 Tons / week</b> for shipments of 150 Carcass
<b>Shipments / Week</b>	We can ship up to 3 shipments per week with a special price
<b>Total Annual Quantity</b>	8,000 Carcasses for one Buyer unless agreed and under special arrangements. We can accommodate more based on the buyer’s strength in his market.
<b>Annual Quantity Increase</b>	20% annually for contracts more than one year.
<b>Price</b>	Prices offered s <b>FOB</b> Paris Airport (Price shall be <b>CIF</b> Final Destination).
<b>Prices Offered</b>	Is for the total quantity of 8,000 carcasses through an annual contract. Prices shall be adjusted to reflect lower quantities purchased.